

ABSTRACT OF THE DISCLOSURE

An applicator device in which a product is held within a recess at least partially defined by a support and a lateral enclosure which is slidably mounted on the support. The lateral enclosure includes at least one opening at an end opposite to the support such that as the lateral enclosure is moved relative to the support the product is progressively exposed. Where the product is a solid or stick form, the opening of the lateral enclosure can be provided across the entire cross-section of the lateral enclosure. Where the product is a semi-solid or a viscous liquid, such as a gel, a plurality of openings can be provided, with the product urged through the plurality of openings as the lateral enclosure is moved relative to the support.